PHILIP MORRIS COMPANIES INC. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK 10017

TO: Distribution DATE: October 2, 1992

FROM: Dede Thompson Bartlett

SUBJECT: *Father Crosby and Possible Proposals for the 1993 Proxy Season*

I received the attached letter from Father Crosby today noting some of his concerns as they may relate to the 1993 Proxy Statement and Annual Meeting. Aside from an old "housekeeping item" he refers to which was resolved to our satisfaction (but perhaps not to Tim Smith's satisfaction!), his concerns seem centered on the following:

1. The status of ... of Warning Labels on export cigaret... y seems to imply that some sort of ... our next conversation with him sho... to date on all our good progress.

2. The Volunt... Crosby is referring to last year's shareholder ..., a copy of which is attached, asking us to conduct surveys regarding consumer perceptions of our products and to show how our "marketing of cigarettes conforms to the Code of Advertising."

3. Philip Morris' funding of candidates for Federal Office and lobbying at the state and local levels "vis-vis health legislation affecting smoking." I'm rather confused by exactly what he means and would appreciate any input you can give me.

4. Warnings on all forms of advertising and promotion - particularly sponsorship of events "highly viewed by youth." Father Crosby seems concerned that we may be "targeting youth" in the new Marlboro ads.

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Source: https://www.industrydocuments.ucsf.edu/docs/jfmx0000